Elderberry Kashmir

In folk medicine today, the elderberry is widely considered one of the world’s most healing plants.

Sheikh Gulzar

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Sambacus nigra-Elderberry : It grows up to 9 meters tall and bears clusters of small white or cream flowers. Its fruits are found in small black or blue-black bunches. Sambacus nigra is found in North America, Canada, Iran, Pakistan, Bangladesh, Northern Afghanistan, Kashmir and other cold regions. Apart from this, this plant can be cultivated in Himachal Pradesh, Uttarakhand and other cold places in India.

Elderberry Market

The Elderberry Market size is projected to increase by USD 667.89 million and the market size is estimated to grow at a CAGR of 9.72% between 2022 and 2027.

This elderberry market report extensively covers market segmentation by application (health and wellness, beverages, foods, and others), distribution

channel (offline and online), and geography (Europe, North America, apac, South America, and the middle east and Africa). It also includes an in-depth analysis of drivers, trends, and challenges.

The health benefits of elderberry are a growing trend in the elderberry market. The key reasons boosting the demand and consumption of elderberries are the health benefits associated with elderberry products. The elderberry, which contains a very rich supply of nutrients, has been known to be used medicinally. The fact that elderberries have antibacterial and anti-influenza properties due to their antioxidant characteristics, as well as a high content of vitamin C, is one of the most important benefits associated with their consumption. Elderberry contains potent-free radical scavenging vitamins and anthocyanins, which hampers the deposition of LDL cholesterol on the walls of blood vessels, thereby reducing the risk of heart diseases. Moreover, in order to help reduce the appearance of wrinkles and age spots, high levels of vitamin A and antioxidants are present. Such benefits of elderberries are expected to drive the growth of the global elderberry market during the forecast period.

The fruits are very hard and must be ripe to eat. Its flowers have a delicious nutmeg flavor and can be eaten raw or cooked.

Elderberry tree Its various parts have been used throughout history for medicinal and culinary purposes.

Historically, the flowers and leaves have been used to relieve pain, stimulate urine production for swelling and inflammation, and promote sweating. Crest is diuretic, laxative and causes vomiting.

In public, mostly dried fruit or fruit juice; Also used in flu, infection, sciatica, headache, toothache, heartache, and neuralgia as laxative and diuretic therapy.

Amazing benefits of elderberry

Elderberry is one of the most widely used plants in the world to treat various ailments. They are the fruit of the Sambucus tree, which is native to most of Europe. They contain antioxidants and are believed by many to ward off colds and flus and boost the immune system. Unripe berries are also poisonous and cause stomach problems, so they should be eaten when fully ripe. These berries are edible after cooking and can be used to make jams, jellies, sauces and chutneys. Apart from being versatile and nutritious, they have a long list of health benefits. Have a look!

It can also be cooked and made into fruit, juice, jam, pie and elderberry syrup. The flowers are often boiled with sugar to make a sweet syrup or drink as a tea. They can also be eaten in salads.

How it helps fight the flu

Elderberries have some anti-inflammatory and antibacterial properties and are often used to treat colds and coughs. They are also an excellent immune system booster that protects against various autoimmune disorders. To treat conditions like influenza, you can take 15 ml of elderberry syrup 4 times a day for up to 5 days. For children with flu, the dose is 5 ml while for adults, it is 10 ml twice a day. Other important facts about this amazing berry that is packed with health benefits.

Nutritional value

One cup of large berries contains 106 calories and 26.68 grams of carbohydrates. One cup also contains 55 mg of calcium, 9 mg of folate and 2.32 mg of iron. One cup of elderberries contains 10.2 grams of dietary fiber.

Supports skin health

Elderberry fruit is known for its anti-inflammatory and antioxidant properties, along with its high content of vitamin A, which play an important role in improving the skin. The anthocyanins in elderberry have been shown to counteract the internal effects of natural aging.

Reduces aging

Elderberries contain high levels of vitamin A and bioflavonoids that help soften skin, reduce the appearance of age spots, and prevent wrinkles.

Manages diabetes.

They have traditionally been used to treat diabetes. Some of the active antioxidant compounds found in elderflower extract help regulate glucose levels and insulin.

Strengthens bones.

The calcium, iron and potassium in berries are known to strengthen bones as well as the formation of new bone tissue. Additionally, the anthocyanins in these berries help prevent bone loss in some cases.

Prevents cancer

Elderberry extracts are rich in anthocyanins, which have been shown to have pharmacological, therapeutic and anticancer properties. Various studies have shown that elderberry has some chemo-preventive properties that delay, prevent or reverse the formation of cancer.

Fights inflammation

Elderberry has several anti-inflammatory properties. According to various studies, the anthocyanins in elderberries can help fight inflammation, which is at the root of many chronic diseases.

Improves heart health

Large berries help control blood pressure thanks to their potassium content. Studies show that elderberry juice can lower blood fat levels and lower cholesterol. Foods rich in flavonoids such as anthocyanins reduce the risk of heart disease.

Elderberry in Food processing industry

Jam, Jelly, Juice & squash are made from fruits and these are food items. This food processing industry has thus far developed as a demand – based industry and hence only about 1.5 percent of fruits of the country is processed so far. If promoted as a local resource based industry its growth may be much larger especially because of fast increase in export.

India is second to only Brazil in fruit production. In fruit and **vegetable production** India can boast of not only the quantity but also variety. Besides, the country is get to exploit large part of horticultural land in the form of hill slopes. Transport, storage and processing are the needs for fruit and vegetable, production in the country. At present about 40 percent of Indian horticultural produces go waste due to lack of these facilities. Fruits can be processed to produce juice squash Jam, Jelly and **Marmalades**. Jam jelly making is simply a profitable business.

In addition, you can initiate the business as a small scale with low capital investment.

Food processing industry has started receiving a great deal of attention from the policy makers. The current industrial policy in food processing is also favourable for food processing industry. India is the 2nd largest producer of fruits and vegetables in the world, and the food processing sector in the country is expected to double in the next decade.

The ever-growing consumer demands have opened up huge investment opportunities for foreign and private entities in the food processing industry currently.

Generally, **jam** and **jelly** from almost every type of fruit and some vegetables.
Fruit jam contains rich fruit pulp and available in **quince, apple, blackberry, blueberry, kiwi, apricot, sea buckthorn, gojiberry, mulberry, elderberry, cherry, mixed fruit, pineappleand orange** flavors.

Jelly is a clear, bright mixture made from fruit juice, sugar and sometimes pectin. Generally, people use jelly and jam as the bread spread and as a filling for some cakes and cookies.

An informative guide to elderberry cultivation for beginners

Elderberries have a long history of use as both medicine and food. For centuries they have been used in folk medicine for a variety of ailments and diseases, but they have only recently gained popularity in the United States. Elderberry fruit is high in vitamins A and C, phosphorus, potassium and iron. It is also rich in antioxidants and has immune supporting properties.

There is increasing interest in planting elderberries for harvesting edible fruits and flowers, although it should be noted that most parts of the plant are poisonous and the berries must be cooked to be safe for consumption. Increase in rain gardens and shrub borders. Bees and butterflies flock to the flowers, and the fruit is highly attractive to many birds and other wildlife.
identity

Two species of elderberry are commonly grown in gardens and landscapes: the American elderberry (Sambacux canadensis) and the European elderberry Sambacus nigra). The American elderberry is native to New Hampshire and can be found growing in moist soil at the edges of woodlands or wetlands. It can grow five to ten feet tall and wide and has gray barked stems with white pithy centers. Groups of stems arise from the roots and develop an arching and spreading habit. The opposite leaves are compound, with five to 11 leaflets that have veins. The large, flat-topped, white flowers

are borne between mid-June and mid-July. They give way to purple-black, berry-like fruits in August to September.

The European elderberry is closely related to the American elderberry and is quite similar in appearance. The main difference is that the European elderberry is slightly more tree-like and slightly less cold hardy. Most cultivated varieties of elderberry that can be purchased at garden centers and nurseries are European species. These showy forms often have yellow, purple or lace leaves, and are grown for ornamental rather than culinary purposes. American elderberry is also readily available for purchase, both as berries and as potted plants.

Planting

Elderberries are very easy to grow as long as they are planted in the right conditions. They grow very well in consistently moist, fertile soil. They can tolerate occasional drought and temporarily wet soils but are not a good choice for sandy or swampy sites. As for pH, soil can be either acidic or alkaline, although slightly acidic (5.5 to 6.5) is ideal. For maximum flowers and berries, plant large berries in full sun. Partial shade can be tolerated if you are growing the plant for its ornamental foliage.

Plant elderberries in the soil as deep as their roots. Elderberries are shallow-rooted, so keep them well-watered during the first growing season. Aim to keep the soil consistently moist, but not soggy, by applying irrigation whenever rainfall is less than an inch in a week. Applying a two- to three-inch layer of compost or wood chips to plant roots will help conserve soil moisture and build organic matter in the soil. Fertilization is not necessary in the first year after planting. In fact, elderberries generally don't need a lot of fertilizer and can get all their nutrients from decaying organic matter in the soil.

Some thought should also go into where the elderberry is planted from a design and maintenance standpoint. It is a very fast-growing shrub with a sucking habit that makes it look haphazard and out of place in certain settings. Although it would look at home in a pond edge, drainage, rain garden or natural buffer area, it is not the best choice as a foundation plant or background for a formal garden. Make sure it is planted in an area where it will be easily accessible for maintenance purposes.

Elderberry requires a lot of pruning to keep it attractive and productive. Pruning can be dealt with in three different ways: 1) Annual removal of dead or weak stems; 2) Trim stems by about 1/3; or 3) cut all stems to the ground to rejuvenate completely. Elderberry blooms on the current season's new growth, so pruning should be done in late winter or early spring.

Elderberries generally don't need to be fertilized to keep them lush and healthy, and you should be able to tell by looking at the bush if additional nutrients are necessary. If the plant is very vigorous and produces lots of new growth each year, no fertilizer is needed. However, if few new canes are produced and growth is poor, you may want to consider fertilizing with a slow-release organic fertilizer. It is best to have your soil tested to see if the pH and available nutrients are adequate.

During particularly dry periods, elderberry will benefit from additional irrigation if planted in dry soil. Watering is extremely important for the first season or two after planting.

Elderberry Economics :The costs and returns for elderberry production are extremely variable. Since elderberry is a wild native plant that grows in abundance throughout much of the U.S., it is often harvested from fence lines and road sides without an accounting of cost. However, in order for elderberry to become a

viable economic crop, it must be commercially produced through dedicated plantings. The economic considerations for commercially produced elderberry have been modeled using the Elderberry Financial Decision Support Tool (EFDST).12 This model is based on the costs of establishment, management, marketing and harvesting on an existing commercial elderberry production farm. The model allows users to modify different elements of the production process and determine how these changes affect the estimated financial returns. Based on the EFDST, establishing a commercially viable elderberry plantation could cost between Rs. 5 lakh and 7 lakh per acre. However, the model also indicates that the rate of return on that investment can be as high as 15 percent, and the landowner can recover that establishment cost as early as the third year after establishment.

Planting materials

Seed/Planting materials can be obtained from **Jammu and Kashmir Medicinal Plants Introduction Centre**, POB 40 GPO Srinagar, JK 190001
Mob/WhatsApp : +91- 9858986794
e-mail: jkmpic@gmail.com
home : https://jkmpic.blogspot.com

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